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SCIENCE CALLS ON YOU AT YOUR STATE FAIR

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An interview, conducted by Morse Salisbury, of J. W. Hiscox, chief, Office of Exhibits, and delivered Tuesday, August 9, in the Department of Agriculture, period, National Farm and Home Hour, broadcast by a network of 478 associate NBC radio stations.

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SALISBURY:

The State Fair season gets well underway this month. As you Farm and Home Hour listeners visit your State fairs you will find plenty to occupy your attention -- the contests of speed and skill, the displays of products of farm and home, and the educational exhibits. Through these exhibits science calls on you at your State fair to show how you can apply research results on your farms and in your homes. Today Mr. J. W. Hiscox, the chief of the Office of Exhibits in the Department of Agriculture, has come before the Farm and Home microphone to tell you about this year's exhibit schedule. Will you have the usual number of exhibits at the State fairs this year, Mr. Hiscox?

HISCOX:

Just about the same as last year, Mr. Salisbury. We'll show about 37 car-load exhibitions at the State fairs, and smaller exhibitions at many other places.

SALISBURY:

I remember announcing the July schedule of Federal exhibits including the Northern Arizona State Fair, the Northwest Fair at Minot, North Dakota, and the North Dakota State Fair at Fargo. What's your August schedule?

HISCOX:

Our schedule this month starts at the Interstate Fair at Kankakee, Illinois, August 12 to 19. Then follow the Ionia Free Fair, Ionia, Michigan, August 15 to 20; the Upper Peninsular State Fair, Escanaba, Michigan, August 22 to 27; Illinois State Fair, Springfield, August 20 to 27; Iowa State Fair and Exposition, Des Moines, August 24 to September 2; and Wisconsin State Fair, Milwaukee, August 28 to September 2.

SALISBURY:

I remember that in other years you have told us about the wide popular interest in the Talking Cow and Talking Hen exhibits. Will you show them again this year?

HISCOX:

We certainly will. So many fairs want these exhibits that we have had to build more of them. The season's schedule calls for displays in Arizona, Delaware, Wisconsin, California, New Jersey, Maryland, Tennessee, Pennsylvania, North Dakota, Michigan, Massachusetts, and Minnesota. By the way, the popularity of the Talking Cow and the Talking Hen is a sign of the times, I think.

(over)

SALISBURY:

How do you mean?

HISCOX:

I mean to say that people nowadays demand exhibits that give practical information. You see, the Talking Cow and the Talking Hen tell and show visitors at fairs why correct compositions of rations is important to milk and egg production and also tell and show how to prepare correct rations.

SALISBURY:

I understand you're building an exhibit, "Our First Scientific Farmer, George Washington."

HISCOX:

Yes. We're honoring Washington's farm achievements in livestock breeding, crop diversification and rotation, and farm management.

SALISBURY:

Tell us a little more about the exhibit, Mr. Hiscox.

HISCOX:

Well, it shows a model of Mount Vernon which was the center of George Washington's farming operations. It shows the types of equipment, tools, and laborers he used in his farming. It shows how Washington believed in scientific farming and practiced farming according to the principles of science known in his day. Our agricultural scientists now advocate many of the practices Washington followed. The exhibit shows farmers how to get information on these and other scientific farming methods from the Department of Agriculture and the State Extension Services.

SALISBURY:

Where are you going to show the George Washington Exhibit?

HISCOX:

Well, we are arranging a special circuit. Already State Fairs in New England, the Lake States, and the South have arranged to show it.

SALISBURY:

Are you building any other new exhibits this year?

HISCOX:

Yes, we've just completed and shipped to the West a new exhibit on control of rodents. This exhibit contains a series of models showing rodent damage to field crops, pasture land, gardens, orchards and forests. Each model is numbered. A visitor to the fair inspects the models, sees a type of damage done to his crops or gardens or trees, then presses a button with the number on it corresponding to the number of the model. Presto! the pest that does that type of damage appears.

SALISBURY:

You mean the pest jumps out of a box or something?

HISCOX:

No. A model of each pest is in a darkened box with an opening in the front. When you press the button, the box lights up and you see the pest that did the damage and learn how to get rid of it.

SALISBURY:

I suppose rodent damage is heavy?

HISCOX:

Yes. Millions each year.

SALISBURY:

What are some of the pests that do the most damage?

HISCOX:

Pocket gophers, ground squirrels, prairie dogs, jack rabbits, rats, field mice, porcupines -----

SALISBURY:

That's a long enough rogue's gallery. Are you building any other exhibits of special interest?

HISCOX:

Yes. A large exhibit on cotton for the southern fairs.

SALISBURY:

Tell us about it.

HISCOX:

Why this cotton exhibit shows methods of growing better cotton at less cost. We'll have it ready for showing late this summer. It covers the more important phases of cotton growing, including seed varieties, planting methods, fertilizing, insect control, new uses for cotton, growing a living on the farm and -----

SALISBURY:

What do you mean, "growing a living on the farm?"

HISCOX:

Well, that part of the exhibit relates to the efforts of farmers all through the South to make themselves less dependent on the cotton crop alone by raising much of their own food and the feed for their farm animals.

SALISBURY:

Many thanks, Mr. Hiscox. I'm sure the Farm and Home listeners appreciate this "preview" of the 1932 Department of Agriculture exhibits to be seen at State fairs.

